

# AVAAZ.ORG

THE WORLD IN ACTION

**30 second Avaaz.org spoof ad**  
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**Coal and Oil Industry CEO:** One of the biggest challenges for those of us in the oil and coal industry is preventing strong action on climate change.

**CEO:** It used to be easy. We ignored the problem, bought bigger and bigger private jets, and politicians always followed our lead.

**CEO:** But now, leaders are negotiating a binding global treaty to stop the climate crisis.

**CEO:** They'll create millions of jobs in a new, cleaner economy.

**CEO:** My jet! [image of CEO's jet]

**CEO:** so our new strategy - run ads with fancy graphics to show you we care while we're lobbying politicians to punch the treaty full of loopholes.

But your leaders are committing to a global treaty - please, don't hold them to it.

**END TAG:** Don't leave climate change to oil companies

**BINDING GLOBAL CLIMATE TREATY NOW**

**AVAAZ.ORG**

